Amendments to and Listing of the Claims:

Please cancel claims 96-101, amend claims 102, 104, 106-111, 113 and 115-116 and add new claims 117-125 as follows:

1-101. (canceled)

102. (currently amended) In a video network, a computer-implemented method of determining ~~size of~~ the number of people in a household, the method comprising:

(a) monitoring viewer interactions with a multimedia device;

(b) ~~determining~~ processing the viewer interactions to determine viewer interaction data ~~characteristics~~ corresponding to the viewer interactions;

(c) applying one or more heuristic rules to the viewer interaction ~~characteristics~~data, wherein the heuristic rules assign one or more viewer characteristics based on the viewer interaction ~~characteristics~~data; and

(d) inferring the ~~size of~~ number of people in the household based on the ~~number of distinct~~ one or more assigned viewer characteristics.

103. (previously presented) The method of claim 102, wherein the heuristic rules are probabilistic in nature.

104. (currently amended) The method of claim 102, wherein the heuristic rules assign probabilities of a viewer characteristic being associated with ~~another viewer characteristic based on~~ a portion of the viewer interaction ~~characteristics~~data.

105. (previously presented) The method of claim 102, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

106. (currently amended) The method of claim 102, wherein step (b) includes evaluating channel change commands and associated viewing times to determine the viewer interaction ~~characteristics~~data.

107. (currently amended) The method of claim 102, wherein the viewer interaction ~~characteristics include~~ data includes at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.

108. (currently amended) In a video network, a computer-implemented method of determining ~~size of~~ the number of people in a household, the method comprising:

(a) monitoring viewer interactions with a multimedia device, the viewer interactions occurring during one or more interaction sessions;

(b) processing the viewer interactions to determine ~~determining~~ viewer interaction ~~characteristics~~data;

(c) applying one or more heuristic rules to the viewer interaction ~~characteristics~~data, wherein the heuristic rules assign a viewer characteristic to each interaction session based on the viewer interaction ~~characteristics~~data; and

(d) inferring the ~~size of~~ number of people in the household based on the ~~number of distinct~~ assigned viewer characteristics.

109. (currently amended) The method of claim 108, wherein said step (b) includes processing the viewer interactions for an interaction session to generate session interaction ~~characteristics~~ data for each interaction session.

110. (currently amended) The method of claim 108, wherein step (b) includes processing the viewer interactions for multiple interaction sessions to generate average interaction ~~characteristics~~ data for the multiple interaction sessions.

111. (currently amended) The method of claim 110, wherein the heuristic rules are also applied to the average interaction ~~characteristics~~ data to assign the viewer characteristics.

112. (previously presented) The method of claim 108, wherein the heuristic rules are probabilistic in nature.

113. (currently amended) The method of claim 108, wherein the heuristic rules assign probabilities of an interaction session being associated with ~~another interaction session based on~~ a portion of the viewer interaction ~~characteristics~~data.

114. (previously presented) The method of claim 108, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

115. (currently amended) The method of claim 108, wherein step (c) includes evaluating channel change commands and associated viewing times to group the viewer interaction ~~characteristics~~data.

116. (currently amended) The method of claim 108, wherein the viewer interaction ~~characteristics include~~ data includes at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.

117. (new) In a video network, a computer-implemented method of determining the number of people in a household, the method comprising:

(a) monitoring viewer interactions with a multimedia device, the viewer interactions occurring during one or more viewing periods;

(b) processing the viewer interactions to determine viewer interaction data;

(c) applying one or more heuristic rules to the viewer interaction data, wherein the heuristic rules assign a viewer characteristic to each viewing period based on the viewer interaction data; and

(d) inferring the number of people in the household based on the assigned viewer characteristics.

118. (new) The method of claim 117, wherein said step (b) includes processing the viewer interactions for a viewing period to generate period interaction data for each viewing period.

119. (new) The method of claim 117, wherein step (b) includes processing the viewer interactions for multiple viewing periods to generate average interaction data for the multiple viewing periods.

120. (new) The method of claim 119, wherein the heuristic rules are also applied to the average interaction data to assign the viewer characteristics.

121. (new) The method of claim 117, wherein the heuristic rules are probabilistic in nature.

122. (new) The method of claim 117, wherein the heuristic rules assign probabilities of a viewing period being associated with a portion of the viewer interaction data.

123. (new) The method of claim 117, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

124. (new) The method of claim 117, wherein step (c) includes evaluating channel change commands and associated viewing times to group the viewer interaction data.

125. (new) The method of claim 117, wherein the viewer interaction data includes at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.